



2012 SYTA Summit
Sponsorship Information
January 19 – January 22, 2012
Cancun, Mexico

The Board of Directors at the April 25th meeting approved an exciting new format for the 2012 SYTA Summit. The Summit will be held in Cancun, Mexico at the Cancun Palace Hotel. The dates are Thursday, January 19 – Sunday, January 22, 2012.

The 2012 Summit marks a return to Cancun, the first meeting location for SYTA, and a return to the grassroots, peer to peer interaction that was, and continues to be the hallmark of our Association. Bringing together the student and youth industry's top thought leaders and decision makers, the 2012 Summit is a targeted opportunity for associate members to connect with industry leaders in a relaxed and welcoming environment.

The 2012 SYTA Summit format is based on providing an all-inclusive registration and sponsorship fee will be supported by a limited number of sponsors (30) at the current sponsorship rate of \$4,000. This fee includes hotel, food & beverage, ground transfers and registration for **one** representative from the sponsor associate member company. It does not include airfare. Sponsors may invite a spouse/social guest sharing the same room for \$395 over the Summit dates. Sponsors will have the opportunity to extend their time in Cancun for a discounted rate the evenings of January 18th and Sunday, January 22nd. The schedule will include more time for networking and education in a relaxed and informal setting. Enclosed please find a tentative schedule for your review.

Due to the intimate and exclusive nature of the Summit, sponsors are limited to **one** attendee per sponsoring company. Should an opening become available for additional sponsors to attend, current sponsors will be given the first opportunity to send another attendee for an additional fee.

Sponsors also have the opportunity to participate in a Dine Around on Friday evening. You may either invite guests to dine on property at the Cancun Palace for no additional charge or select another restaurant off property and pay for the dinner and transportation. SYTA staff will assist with Dine Around options.

The 2011 Summit sponsors will automatically have the option to attend 2012. The remaining sponsorships will be filled on a first come first serve basis. The goal is to have 2 active members to every sponsor associate member company. Sponsors who are unable to attend in 2012, but want to be included for 2013, may complete the attached form and return it to SYTA. The 2013 SYTA Summit will be held in the United States around the same dates.

Every active member company will receive an invitation for one attendee from their company to participate at the all-inclusive discounted rate of \$395. They may also bring a spouse/social guest for the same price. The second member from the company may attend the Summit for \$1,100.



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If spaces become available at the discounted rate of \$395, a second member from that company may attend. SYTA will keep a first come first serve waiting list of SYTA members.

SYTA will provide sponsors with the opportunity to invite prospective active members should SYTA members not take advantage of this special invitation.

This model does provide education, but more time is built in for the sponsors to network with their clients and potential clients. It would be considered an industry event hosted by SYTA as opposed to a conference.

The SYTA Youth Foundation event will still be part of the schedule on Saturday evening and the price of the event will be included in the sponsorship and registration fee.

To confirm your participation as a 2012 Summit Sponsor, please complete the reservation form and submit payment to SYTA by September 16, 2011.

Questions?

Please call **Carylann Assante** at **703.245.8089** or email cassante@syta.org or

Sharon Keating at **703.610.0205** or email skeating@syta.org

SYTA Headquarters * 8400 Westpark Drive, 2nd Floor * McLean, VA 22102.

Email: Skeating@syta.org or Fax to: 703.610.0270

2012 SYTA Summit Information

Location

Cancun Palace, Palace Resorts

Blvd. Kukulcan Km 14.5, Hotel Zone. Cancun, Quintana Roo, CP. 77500 - Mexico

Tel USA. 011-52-998-881-3600

Tel International. +52-998-881-3600

Fax. 011-52-998-881-3601

Fax International. +52-998-881-3601

It is located 25 minutes from Cancun international airport and 30 minutes from downtown

Hotel Information

- ❖ Luxurious rooms with balcony, Jacuzzi tub, bathrobes, slippers, stocked mini bars, bottled water, coffee maker, flat screen TV, bath amenities
- ❖ All meals and drinks at the hotel including alcoholic beverages
- ❖ Hotel taxes and gratuities
- ❖ On property activities except golf and motorized water sports
- ❖ Unlimited long distance and wireless services
- ❖ 24-hour room service
- ❖ Room amenities
- ❖ Unlimited dining and access to all Palace resorts in Cancun.
- ❖ No meeting room charges
- ❖ 15% discount on Spa

Special Event – Saturday, January 21st

- ❖ SYTA Youth Foundation Event

Ground Transportation

- ❖ Transfers to and from the Airport (applicable only for January 19th and January 22nd)
- ❖ Transportation to Activities

Activities

- ❖ Discounted Golf
- ❖ Discounted Spa & Wellness
- ❖ Sightseeing Trips

Proposed 2012 SYTA Summit Schedule

Thursday, January 19			
Noon – 5:00pm	Arrive at Cancun International Airport (CUN)		
6:00pm - 8:00pm	Opening Cocktail Reception with heavy hors d'oeuvres		
Friday, January 20			
<i>GOLFERS (Green Fees not included in Summit rate)</i>		<i>NON-GOLFERS</i>	
8:00am - 2:00pm	Golf Tournament and Breakfast at Course	8:30am - 9:30am	Breakfast (for non-golfers)
		9:30am - 2:00pm	Group Activities
3:00pm - 5:00pm	Education Program		
6:00pm - 7:00pm	Reception		
7:00pm - 10:00pm	Dine Around – Hosted by Sponsors		
10:00pm - 12:00am	Afterglow		
Saturday, January 21			
9:00am – 9:30am	Breakfast		
9:30am - 11:00am	Keynote Speaker		
11:00am - 1:00pm	Education Sessions		
1:00pm - 2:00pm	Lunch		
2:00pm - 5:00pm	Group Activities		
6:00pm - 7:00pm	Happy Hour		
7:00pm - 10:00pm	SYTA Youth Foundation Event		
10:00pm - 12:00am	Afterglow		
Sunday, January 22			
7:00am - 12:00pm	Breakfast/Departures		



2012 SYTA Annual Summit Commitment Form
January 19-22, 2012
Cancun, Mexico

- YES, I would like to attend as a sponsor of the 2012 SYTA Annual Summit at \$4,000. Please send me an invoice.

Payment due before September 16, 2011

Attendee Name: _____

Email: _____

Company Name: _____

- YES, I would like to invite a prospective member to 2012 Summit should a space become available.

Name: _____

- No, I am unable to attend as a sponsor in 2012, but please send me information for 2013.

Name: _____

Please reserve by **September 16, 2011** and return this form to:

SYTA Headquarters
8400 Westpark Drive, 2nd Floor,
McLean, VA 22102.
Email: skeating@syta.org
Or Fax to: 703.610.0270



2012 SYTA Annual Summit Registration Form

Please complete and return by September 16, 2011 to reserve your place at the 2012 SYTA Summit. Full payment is due by September 16, 2011 to confirm your registration.

Associate Member Company Name: _____

Registrant Name: _____

Registrant Email: _____

Guest Name (at \$395 spouse/social guest rate): _____

2012 SYTA Summit Pricing Worksheet

Registrant Type	Number of Registrants		Price		Total
Sponsor	1	x	\$4,000	=	\$ 4,000
Spouse/Social Guest (shared room)		x	\$395	=	\$
Additional Room Night (Wed and/or Sun)		x	\$425	=	\$
TOTAL					\$

PAYMENT INFORMATION:

(Payment in full must accompany registration in US dollars)

TOTAL \$ _____

~ Credit Card (American Express, Discover, VISA or MasterCard) ~ Please Invoice Me

Card Number _____ Exp. Date _____ CSV Code _____

Cardholder Name *(Personal or Corporate)* _____

Billing Address _____

City, State, Zip/Postal Code _____

Cardholder Signature _____ Date _____

PLEASE BILL ME SEPARATELY FOR GUEST/SPOUSE ON MY PERSONAL CARD BELOW:

Card Number _____ Exp. Date _____ CSV Code _____

Cardholder Name *(Personal or Corporate)* _____

Billing Address _____

City, State, Zip/Postal Code _____

Cardholder Signature _____ Date _____

You will receive an email confirmation once you are registered